

Industry Projections for the Southeast Wisconsin Workforce Development Area, 2004-2014
(Racine, Kenosha, and Walworth Counties)

NAICS	Industry Title	2004 Estimated Employment	2014 Projected Employment	2004-2014 Employment Change	2004-2014 Percentage Change
	Total Non-Farm Employment	170,260	189,840	19,580	11.5%
1133, 21, 23	Construction/Mining/Natural Resources	8,270	9,800	1,530	18.5%
31-33	Manufacturing	38,150	38,060	-90	-0.2%
311	Food Manufacturing	3,400	3,580	180	5.3%
326	Plastics and Rubber Products Manufacturing	3,320	3,470	150	4.5%
335	Electrical Equipment, Appliance, and Component Mfg	3,100	2,720	-380	-12.3%
42, 44-45	Trade	27,450	29,690	2,240	8.2%
445	Food and Beverage Stores	4,190	4,370	180	4.3%
48-49, 22	Transportation and Utilities (Including US Postal)	5,510	6,200	690	12.5%
52-53	Financial Activities	5,060	5,580	520	10.3%
61-62	Education and Health Services (Including State and Local Gov Educ and Hosp)	33,610	41,140	7,530	22.4%
61	Educational Services (Including State and Local Gov)	14,180	16,200	2,020	14.2%
62	Health Care and Social Assistance (Including State and Local Gov Hospitals)	19,420	24,940	5,520	28.4%
71-72	Leisure and Hospitality	20,130	23,210	3,080	15.3%
51, 54-56, 81	Information/Prof Services/Other Services	21,700	25,290	3,590	16.5%
	Government (Excluding US Postal, State and Local Educ and Hosp)	10,390	10,880	490	4.7%

Notes:

1. Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment is rounded to the nearest ten. Numbers may not add due to rounding.
2. Employment does not include self-employed, unpaid family, or railroad workers.
3. An estimate of non-covered employment is included in NAICS 8131(Religious Organizations), but not in any other industries.
4. Government includes tribal owned operations, which are part of Local Government employment.

Information derived using 2004 CES (3/05 Benchmark) and 2004 QCEW data.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy between 2004 and 2014. It is important to note that unanticipated events may affect the accuracy of the projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, August 2006

Projections Methodology

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